

MULTIMEDIA



UNIVERSITY

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2017/2018

BBS2044 – BUSINESS AND SOCIETY

(All sections / Groups)

16 OCTOBER 2017

2.30 p.m - 4.30 p.m

(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question Paper consists of **THREE (3)** pages inclusive of the cover page with **FOUR (4)** structured questions.
2. Answer **ALL** questions. The marks distribution for each question is given.
3. Please write all your answers in the answer booklet provided.

QUESTION 1

- a. There are several ways in which businesses and their initiatives or activities that addressed critical concerns facing communities. Discuss in what ways a business can create collaboration with the society.
- (13 marks)
- b. "Profit is undoubtedly the ultimate goal of all businesses, but honesty is always the best policy and it pays to be honest." Briefly explain **FIVE (5)** of the seven habits of highly moral leaders.
- (12 marks)

QUESTION 2

- a. Advertising is the most important tool for the promotion and growth of any business. However, there are many instances where advertisement has been abused by businesses which misled the consumers. Discuss **TWO (2)** examples considered as major abuse of advertising from your own observations and experiences which you consider as unethical.
- (10 marks)
- b. ENRON is one of the most discussed governance failure in the past. Consider what steps can a business take to practice good corporate governance in order to ensure that stakeholders' interests are not jeopardised.
- (15 marks)

QUESTION 3

- a. Employee is one of the important internal stakeholders in business. Identify and explain **FOUR (4)** employment discriminatory practices in corporation.
- (12 marks)
- b. In the era of advanced information technology, it seems that employer and employees have committed unethical behaviour which creates negative impact to the business. Discuss at least **SIX (6)** examples how the use of information technology disregard ethical considerations.
- (13 marks)

QUESTION 4

- a. Discuss **THREE (3)** negative impacts that corporations have had on the environment by referring to some examples you have come across during the course. Recommend how corporations can demonstrate positive responsibility to the environment.
- (13 marks)

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- b. Corporate Social Responsibility (CSR) which covers a wide spectrum of issues and has a profound effect on the conduct of businesses globally. However, there are corporations who are against or not keen to practice corporate social responsibility (CSR). Explain **THREE (3)** reasons why some corporations are against the practice of CSR.

(12 marks)

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